



## MINUTES

**Date/Time: Thursday, January 20 (3:30pm)  
Hampton Inn & Suites Grand Rapids Downtown  
433 Dudley Place NE (off Michigan)**

### **MISSION**

*Our mission is to provide Kent County hospitality related businesses an opportunity to meet professionally with a common interest to better serve our industry and community while furthering the overall tourism landscape of our region.*

### **DISCUSSION ITEMS**

Welcome & Introductions: Kyle Holst, KCHA President

Approval of November 2021 Minutes (Motion: Liz, Support: Kim, Approved)

Membership Report – Doug Kessler, KCHA Treasurer (Motion: Liz, Support: Kim, Approved)

Beginning balance \$3553.73, Ending balance: \$7187.01

Board of Directors Vote (2022-2024)

13 ballots were distributed to active voting members. Results tabulated as follows:

- Vice President (2-year term): Lisa Calhoun, DoubleTree (13 votes)
- Secretary (filling a 1-year vacancy): Teontanyea Huff, Revel Hospitality Staffing (13 votes)
- Treasurer (2-year term): Samantha Molzer, Fairfield Inn & Suites Grand Rapids North (corrected as ballot reflected the incorrect property) (9 votes) & Marcus Smith, Hyatt Place Grand Rapids South (4 votes)

### Monthly Reports

- Experience Grand Rapids – Janet asked that if you have new staff that would like to receive the partner eNewsletter to please let her office know. Partnership billing will be going out later this quarter, so please be looking for that. Experience GR is now on TikTok to attract a new demographic of traveler and as a hospitality recruitment tool (launching January 25 for National Plan Your Vacation Day). World of Winter continues through March, with 40 art installations downtown. A new marketing video is coming in March. A reminder there will be no printed visitor's guide this year but there is a rack card, including one printed in Spanish.
- Grand Rapids Diversity & Inclusion – Janet reported that they executed a national search to fill this position but were able to find someone locally. Jordoun Eatman, who has most recently worked with the City of Grand Rapids, will begin February 7.
- West Michigan Sports Commission – Katy reported they are now fully staffed (again). Alyssa Updegrave as its new national sales manager. They are updating all events on Partnernet and website. Hotel staff who aren't receiving the Scorecard should sign up to do so. Katy and Connor are heading out to Colorado with their colleagues at Pure Michigan Sports to do some event recruiting.
- West Michigan Tourist Association – No Report
- Women in Hospitality Leadership-Grand Rapids – Liz reported that they are still evaluating the organization and its goals and objectives for 2022.
- Grand Valley State University – No report
- Ferris State University – Kaky reported that they are back on campus (masked). 10 students are in Colorado to

work the X-Gams. The FSU Intern Week/Career Fair is coming up Feb. 7-10 where students have their resumes reviewed, get head shots, network and apply for internships and jobs. They expect 40-50 students to participate. There is no cost to participate, and those interested should reach out to Kaky.

- Michigan Hospitality Educators Alliance – No report
- Michigan Cares for Tourism – Jane reported that the 2022 fall event (10<sup>th</sup> annual) will be announced during the April 2022 Pure Michigan Tourism Conference in Traverse City. Things are also in the works for 2023. We are about at \$1 million donation investment since the program began 10 years ago.
- Golf Outing Committee – Kyle reported that the committee will begin meeting in February to plan the June 13 event at Sunnybrook Country Club.

#### Upcoming Meetings & Events

- February 9-10 – FSU Hospitality Internship & Career Fair (Big Rapids)
- Thursday, February 17 (3:30pm) – KCHA Membership Meeting (Location TBD)
- Thursday, March 17 (3:30pm) – KCHA Membership Meeting (Location TBD)
- April 19-21 – Pure Michigan Tourism Conference (TC) **\*\*Note – no KCHA meeting this month.**
- Thursday, May 19 (3:30pm) – KCHA Membership Meeting (Location TBD)
- Monday, June 13 – KCHA Golf Outing

#### Round Table Discussion

- Shuttle Buses Needed for Michigan Winter Beer Festival (Saturday, February 26). **If your property is interested in hosting a shuttle for the beer festival, please let Dianna or Kate know.**

Adjournment (Motion: Liz, Support: Ed, Approved)

**Kent County Hospitality Association**  
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**[www.KentCountyHospitality.org](http://www.KentCountyHospitality.org)**  
**[www.facebook.com/groups/KentCountyHospitality](https://www.facebook.com/groups/KentCountyHospitality)**